

**SAFETY BOX PLUS**

# **STRATEGIC GROWTH**

# **2025**



**COMMUNICATIONS  
PLAN 2025**

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# COMPANY OVERVIEW

## VISION

Safety Box Plus is a family-run business dedicated to providing storage solutions tailored to the unique needs of its clients. By focusing on container sales, rentals, and customizations, the company aims to prioritize convenience and reliability in the storage industry. Safety Box Plus opens up versatile solutions that cater to a variety of needs, from construction and seasonal storage to personalized spaces like mobile offices, tiny homes, and bunkies (cabins). With expertly crafted containers and a commitment to customer satisfaction, Safety Box Plus strives to be a trusted partner in delivering fast, dependable service.

## MISSION

- To provide convenient storage solutions through container sales, rentals, and customizations.
- To offer fast and reliable service that addresses diverse client needs.
- To accommodate various applications, including construction, seasonal, agricultural, landscaping, and automotive storage.
- To provide clients the flexibility of storing containers on their property or at the company's location.
- To deliver expertly crafted, personalized containers designed to function as mobile offices, tiny homes, or bunkies.
- To operate with a commitment to customer satisfaction, by fast delivery and setup during emergencies.

# PERFORMANCE OVERVIEW

While Safety Box Plus is recognized for its fast, reliable service and container transformations, it operates in a landscape where visibility and market reach present challenges. Its rural location, coupled with limited marketing resources, impacts accessibility especially for suburban clients.

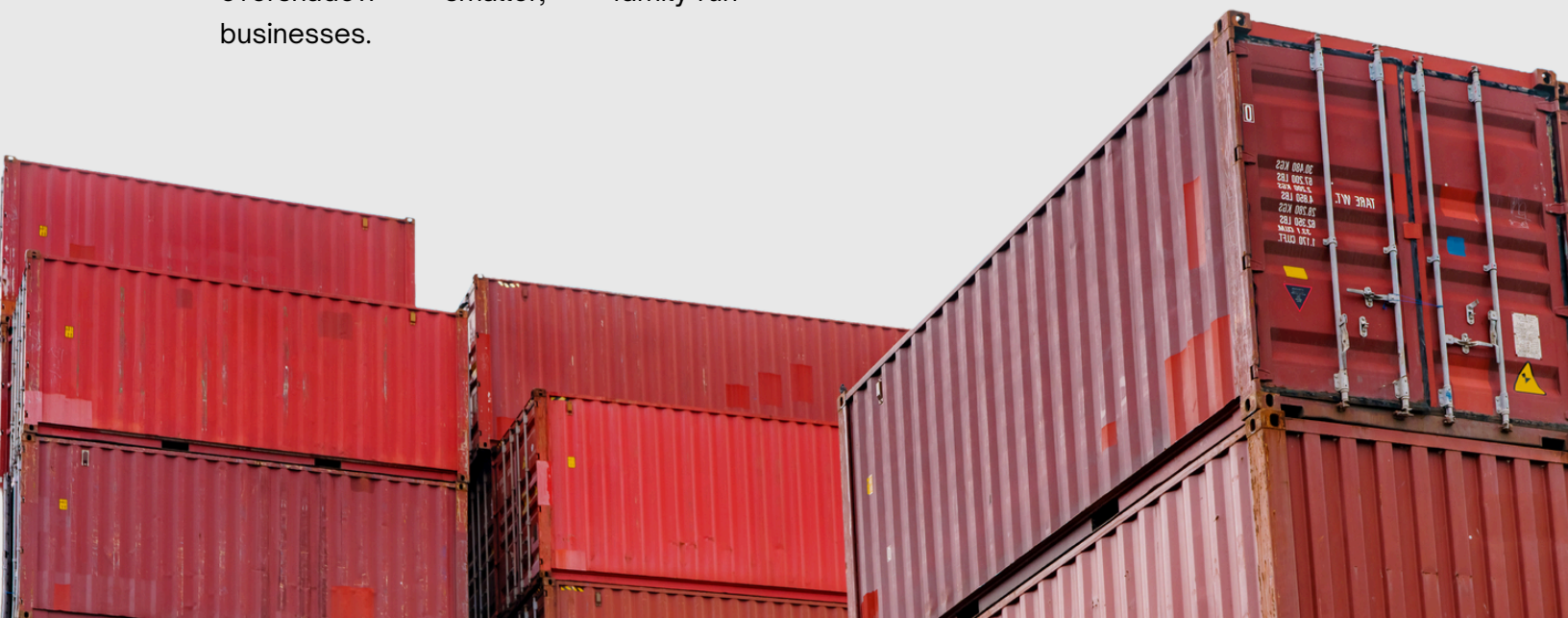
However, Safety Box Plus has strong opportunities for growth. The rising demand for secure construction storage, the popularity of tiny homes, and cross-promotion with the family's established landscaping business create potential. The company is well-positioned to secure a niche in both residential and commercial markets.

This analysis identifies key strengths, challenges, and opportunities to seize, providing a clear direction for strategic action.

## KEY INSIGHTS

■ Safety Box Plus serves a mix of local clients and those in nearby suburban areas but faces challenges with market penetration beyond its immediate vicinity. Larger competitors with bigger advertising budgets and dedicated customer support teams may overshadow smaller, family-run businesses.

■ The growing construction industry in the region presents an opportunity to market secure, portable storage solutions to contractors. In addition, the rising interest in sustainable and minimalist living creates demand for customized container homes.





## STRENGTHS

- As a family-owned company, clients receive empathetic and understanding service from a small team, encouraging the development of positive business relationships.
- Safety Box Plus has gained a reputation for delivering fast storage solutions to people in need during emergencies.
- The choice to either deliver the container to a client's property or keep it on the company's site offers a more tailored experience.
- The customization of containers gives a large advantage to the company, with previous projects including tiny homes, offices, washrooms, and bunkies.
- The interior of these custom containers is expertly crafted; clients will not feel as if they are in a shipping container.

## WEAKNESSES

- Safety Box Plus operates out of a small town on a rural property, distanced from residential neighborhoods.
- A limited budget for advertising and marketing is inevitable when running a family business, decreasing visibility and accessibility for potential clients in suburban areas.
- It is likely that the majority of Safety Box Plus customers learn of the company via word-of-mouth or from past collaborations with the family's landscaping business.
- The rural location and the fact that the business operates out of a shipping container may influence negative perceptions, leading clients to wrongly associate the business with being less advanced or incapable of meeting larger customer needs.



# OPPORTUNITIES

- The owners of Safety Box Plus also operate a landscaping company with over 30 years of success, offering an established client base for referrals.
- The co-location of both company offices allows for easy cross-promotions, including bundled or exclusive deals for existing landscaping clients, naturally increasing word-of-mouth.
- Safety Box Plus is located in an area experiencing major growth in construction and infrastructure, creating opportunities to serve construction companies with secure storage for equipment and tools.
- Tiny homes, ranging from 100 to 400 square feet, are on the rise in Canada due to unaffordable housing and a trend toward minimalist living, creating a new market for Safety Box Plus.
- Tiny homes could also attract event or festival organizers who require temporary accommodations for attendees.

# THREATS

- Suburban storage units pose a significant threat to gaining residential clients, as they offer a clean and professional appeal with dedicated customer support teams.
- Competitors offering similar container services, such as Secure Store, Sigma Container, ATS Containers, and Ironclad Containers, increase market competition.
- The professional appearance and urban accessibility of competitors may overshadow the rural location of Safety Box Plus.
- Perceptions of rural businesses and their capabilities could deter larger clients from considering Safety Box Plus for significant projects.
- Larger competitors often have more resources for advertising and marketing, making it difficult for Safety Box Plus to compete for visibility and brand recognition.



# OBJECTIVES

**01**

**ATTRACT RESIDENTIAL CUSTOMERS WITH A 50-KM RADIUS OF EGBERT, ON.**

- At least 30 new residential customers within the year (2025)
- Launch targeted ads and content aimed at residential clients by Q2 (April – June)

**02**

**INCREASE THE NUMBER OF CUSTOMER TESTIMONIALS ON THE WEBSITE TO ENCOURAGE POSITIVE PERCEPTIONS OF THE SMALL BUSINESS.**

- Collect at least 10 testimonials by the end of the year. -
- Launch a follow-up email campaign that requests feedback, with a response rate of 70%.

# KEY MESSAGES

**SAFETY BOX PLUS AIMS TO MAKE RELIABLE STORAGE SOLUTIONS EASY TO ACCESS FOR CUSTOMERS WHEN THEY NEED THEM.**

**SAFETY BOX PLUS VALUES CUSTOMER FEEDBACK AND IS DEDICATED TO DISPLAYING THEIR PROMISE OF QUALITY AND CONVENIENCE.**

**SAFETY BOX PLUS CAN MEET YOUR UNIQUE STORAGE NEEDS, WHETHER IT BE LARGE EQUIPMENT OR SEASONAL NEEDS.**



# TARGET AUDIENCES

## **HOMEOWNERS AND RENTERS**

Those needing storage space during renovations, moves, or seasonal storage.

## **TRADESPEOPLE AND CONTRACTORS**

Those needing on-site storage for tools, materials, and equipment at job sites.

## **FARMERS AND RURAL BUSINESSES**

Those needing storage for tools, feed, seed, and seasonal equipment.

**ALL TARGET AUDIENCES ARE WITHIN A 60-KM RADIUS OF EGBERT, ONTARIO**



## STRATEGY #1

### ATTRACT MORE RESIDENTIAL CUSTOMERS IN THE SURROUNDING AREA

Many of Safety Box Plus's current clients operate on commercial properties. To attract homeowners and renters, locally relevant advertising campaigns (e.g., Google and Facebook) that highlight convenience, security, and flexibility are needed. These campaigns should be tailored to showcase how Safety Box Plus provides practical and reliable storage solutions for residential needs.

As a small business, Safety Box Plus could allocate 5-10% of revenue to marketing and advertising, starting with a smaller budget to assess performance. Google ads are typically more expensive than Facebook ads, so the company could initially focus on Facebook ads, with the potential to scale during seasonal peak times once results are analyzed.

In addition to paid advertising, the business could use its online presence to demonstrate real-life applications of residential storage solutions. Instead of focusing solely on the containers themselves, Safety Box Plus could showcase these containers in action. A dedicated blog series hosted on the company's website could highlight common residential storage situations.

Example posts might include titles such as:

- "A Guide to Choosing the Right Size Container"
- "How Storage Containers Make Moving Seamless"
- "Creative Ways to Use Storage Containers for Seasonal Decluttering"

These blog posts could then be distributed through various channels, including the company's Facebook page, newsletters, and other social media platforms, to reach a broader audience and maximize engagement. This multi-channel approach would align communications with the objective of reaching residential clients effectively.

## **STRATEGY #2**

### **INCREASE THE NUMBER OF CUSTOMER TESTIMONIALS ON THE WEBSITE AND SOCIAL MEDIA**

Currently, Safety Box Plus verbally asks clients to leave reviews after collaborating with them. While this is useful, people are generally more likely to respond to a follow-up email requesting feedback. This is because (1) emails offer ease of access by providing a direct link to the review page, whether it be Facebook, Google, or the business site; (2) emails serve as a reminder, especially when the client is unable to leave a review at the time of being asked verbally; and (3) emails give a professional and personalized feel, which can make customers' feedback seem more valued.

Emails should be personalized with the client's name in a friendly greeting. They should express gratitude by giving thanks for their collaboration and by recognizing the time it takes to leave a review. The email should explain why reviews are valuable to the company, emphasizing the importance of Google reviews. Safety Box Plus could also consider offering a small discount for their next purchase, increasing positive attitudes and the likelihood of receiving a review.

In addition to encouraging reviews on third-party sites, Safety Box Plus could create a dedicated testimonials section on their website to showcase client feedback. Sharing a testimonial once a month on social media and incorporating them into regular newsletters would keep the content fresh and engaging while highlighting customer satisfaction. These testimonials would not only enhance credibility but also improve the company's SEO, making Safety Box Plus more visible in local search results.

By using client reviews strategically across platforms—on the website, social media, and newsletters—Safety Box Plus can maximize the impact of customer testimonials and strengthen their online presence.

## SAMPLE EMAIL

Subject Line: Share Your Experience with Safety Box Plus!

Hi [Customer's Name],

Thank you for choosing Safety Box Plus! We hope you had a great experience with us.

Your feedback is extremely valuable to us, and we'd love to hear about your experience. Could you take a moment to leave us a review? We've created a space on our website to showcase customer stories, and your testimonial could inspire others to choose us!

Here's the link to share your thoughts: [Link to websites Review Page]

As a token of our appreciation, we'd like to offer you [coupon]. Thank you so much for your time and support—we look forward to serving you again soon!

Warm regards,  
Safety Box Plus



# EVALUATION OF SUCCESS

## **STRATEGY #1** **TRACKING RESIDENTIAL CLIENTS AND CLICKS**

Safety Box Plus can manually track the number of residential customers acquired within the 2025 year period. Our goal is to gain 30 new clients who live within 50 km from Egbert, ON. Clients who live outside of the 50-km radius are welcome too; however, our primary focus is within 50 km. Details like location, date of service, and source of inquiry should be recorded. Knowing the source of inquiry can give us an idea of the effectiveness of targeted ads, blog posts, and social media campaigns.

To measure the effectiveness of locally targeted ads, we can use the built-in tools that Google and Facebook provide, which allow us to view geographical insights of who is clicking the ads. Additionally, metrics related to specific tactics can be tracked using built-in tools like Facebook Insights to monitor page traffic and engagement, Google Analytics to measure blog views, and email marketing platforms (such as Mailchimp) to analyze click-through rates from newsletters or posts. These insights will provide a clearer picture of which strategies are driving customer interest.

Halfway through the year, progress will be checked to ensure marketing strategies are effective. Adjustments can be made if certain tactics show lower engagement or results



# EVALUATION OF SUCCESS CON'T

## **STRATEGY #2**

### **INCREASE THE NUMBER OF CUSTOMER TESTIMONIALS ON THE WEBSITE AND SOCIAL MEDIA**

Tracking testimonials should be simple by using a spreadsheet to note the date, source, and location (e.g., website, social media) of each testimony. Additionally, we can monitor whether the testimonials are being read by checking page views and engagement metrics, such as time spent on the testimonial page or social media likes, shares, and comments. Our goal is to gather 15 testimonials by the end of the year.

To encourage responses to follow-up emails, we will offer a small incentive, such as a discount or coupon for their next service. This added motivation should improve the response rate and make it more realistic. Responses to follow-up emails can still be tracked manually using a spreadsheet or through tools like HubSpot CRM to confirm email opens and link clicks. Since CRM tools cannot confirm whether the client actually left a review, manual monitoring will still be required.

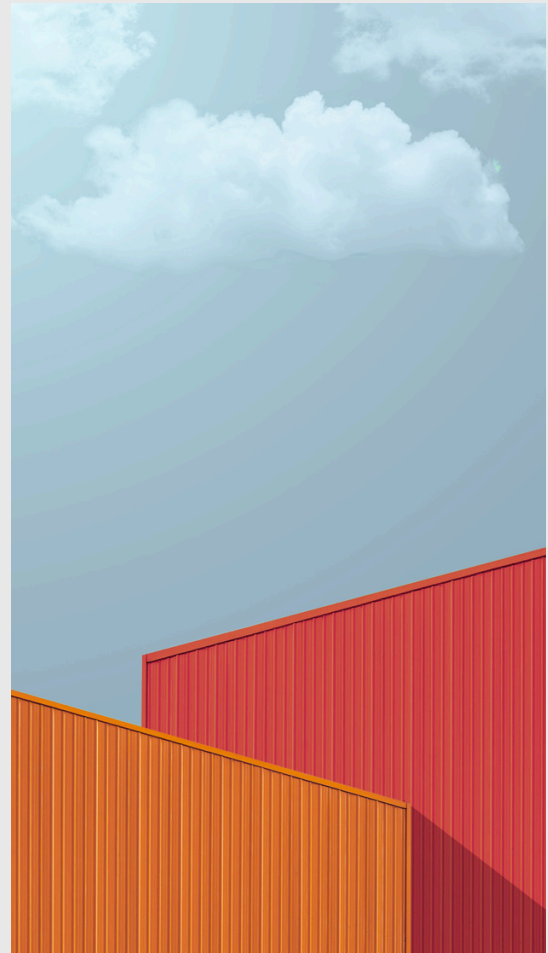
Mid-year, we will review our progress. If we are not halfway to the goal (7-8 testimonials), we will reassess our strategy.

# FINAL THOUGHTS

This communications plan outlines a strategic approach for Safety Box Plus to enhance its visibility, grow its customer base, and strengthen its reputation within a 50-km radius of Egbert, ON. Our primary objectives are to attract at least 30 new residential customers by the end of 2025 and gather a minimum of 15 new customer testimonials to build credibility.

The situational analysis identifies both opportunities and challenges, including the need to differentiate our services from local competitors and better engage residential clients. Our strategies focus on launching targeted advertising campaigns to reach homeowners and renters, sharing blog content that highlights practical storage solutions, and establishing partnerships with local moving companies to increase referrals. To support our brand, we'll implement a follow-up email campaign to encourage satisfied customers to leave testimonials, which will be featured on the website, social media, and newsletters to maximize visibility and engagement.

To evaluate success, we'll monitor key metrics, including the number of new residential customers, testimonial submissions, and the engagement rates for testimonials on various platforms. By the end of the year, we aim to grow our local customer base and build a stronger reputation within the community.



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